

STORIES FOR CHANGE

A QUALITATIVE EVALUATION

STUDY AIM

To evaluate the process of the implementation and the impact of NHS Horizons' approach to co-design and co-production using the Stories for Change project as a case study.

STUDY DESIGN

This study was designed as a rapid feedback evaluation based on interviews with 3 of the project organisers, 6 co-design group members and 7 NHS professionals, and observations at different points of the programme.

MAIN FINDINGS

THE MAIN FACTORS THAT ACTED AS BARRIERS TO DIFFERENT STAGES OF THE PROGRAMME

- ✗ The way in which recruitment was done and the lack of time that was originally scheduled for participants to meet.
- ✗ Stories were not shared early enough.
- ✗ For some, the Skills Session did not focus enough on practising their stories.

THE MAIN FACTORS THAT ACTED AS FACILITATORS TO DIFFERENT STAGES OF THE PROGRAMME

- ✓ The creation of an open and safe space.
- ✓ The diversity among project organisers.
- ✓ The way in which participants were remunerated and the design of the project.
- ✓ Some felt that there was sufficient time to discuss and plan as there were informal sessions outside of the scheduled sessions, others felt that there should have been more formal sessions.

IMPACT OF THE LEARNING EVENT ON CHANGE



The empowerment of the co-design group members, the space for communication between service users and providers, and the facilitation of the event.



Participants believed that the information from the event would be incorporated into maternity services, including re-validation reports, and that stories would be shared in future meetings.



Participants hoped that more service users will be involved in similar projects and the culture of maternity care will shift.



The Public Narrative approach impacted the co-design group members by empowering them and leading them to use the approach outside the context of the project.

ADVICE & RECOMMENDATIONS MADE BY PARTICIPANTS



The main area for improvement of the project was related to recruitment. Suggestions included recruiting partners, more individuals living in areas of deprivation, and mothers from ethnic minority groups whose first language is not English.



Participants suggested more structure and an outline of the co-design process, an explanation of which aspects of the project will be co-designed and which will be co-facilitated and an increase in the number of scheduled sessions.



In order to promote change, participants recommended creating a timeline to track changes, an action plan and to use social media to follow up on decisionmakers' promises to make changes.